

OVERSEAS VISITORS TO ARIZONA FROM FRANCE SUMMARY 2005*

Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Visitation	72,000	ADVANCE TRIP PLANNING		Grand Canyon NP	48.6%
DEMOGRAPHICS		Avg. Advance Trip Decision	137.5 days	Phoenix	19.7%
AGE (years)		Avg. Advance Air Reservations	85.6 days	Glen Canyon NP	9.7%
Male Average	48.0 years	Use of Pre-Booked Lodging	58.5%	Tucson	4.3%
Female Average	42.2 years	USE OF PACKAGES		OTHER DESTINATIONS VISITED	
HOUSEHOLD INCOME		YES	45.5%	# of States Visited	3.5
Average HH Income	\$69,200	Guided Tour	34.2%	# of Destinations Visited	6.0
< \$40,000	25.7%	Air/Lodging	27.0%	California	84.2%
\$40,000 - \$79,999	44.1%	Air/Lodging/Tour	16.7%	Los Angeles	62.6%
\$80,000 - \$119,999	17.7%	Air/Lodging/Bus	14.0%	San Francisco	60.3%
\$120,000+	12.5%	Air/Lodging/Bus/Tour	14.0%	Yosemite N.P.	17.7%
PARTY COMPOSITION		Air/Rental Car	11.3%	San Diego	6.3%
Avg. Travel Party (mean)	2.1	Air/Lodging/Rental Car	11.3%	Nevada	75.2%
Spouse	49.4%	INFORMATION SOURCES		Las Vegas	74.6%
Family/Relatives	31.8%	Travel Agency	66.2%	Utah	50.8%
Friends	22.7%	Personal Computer	33.3%	Bryce Canyon N.P.	23.8%
Traveling Alone	16.4%	Travel Guides	17.8%	Monument Valley N.P.	18.8%
Group Tour	11.1%	Friends/Relatives	13.3%	Salt Lake City	5.3%
Business Associates	1.4%	Airlines Directly	10.6%	Zion N.P.	5.3%
Adults Only	83.6%	Tour Company	9.4%	New York	9.6%
Adults and Children	16.4%	Newspapers/Magazines	7.9%	Colorado	4.4%
GENDER		Corporate Travel Dept.	6.7%	New Mexico	3.5%
Male	67.4%	Other	2.7%	Florida	1.3%
Female	32.6%	State/City Travel Office	1.5%	LEISURE ACTIVITIES	
FREQUENT TRAVELERS		ACCOMMODATIONS		Shopping	88.7%
Repeat Visitor to the U.S.	51.7%	Hotel/Motel	81.5%	Dining in Restaurants	85.4%
U.S. Trips last 12 Months	1.3	Other	15.6%	Sightseeing in Cities	80.4%
U.S. Trips last 5 Years	2.6	Private Home	7.4%	Visit National Parks	75.5%
1 Trip	61.1%	TRANSPORTATION IN U.S.		Casinos/Gambling	71.4%
2 - 5 Trips	31.4%	Rented Auto	56.5%	Visit Historical Places	66.1%
6+ Trips	7.6%	City Subway/Tram/Bus	25.5%	Visit Small Towns	61.6%
PORT OF ENTRY		Airlines in U.S.	22.1%	Amusement/Theme Parks	43.0%
Los Angeles	35.1%	Company or Private Auto	19.4%	Touring Countryside	42.9%
Other Ports	23.3%	Taxi/Cab/Limousine	18.4%	Guided Tours	39.1%
San Francisco	10.7%	Motor Home/Camper	2.7%	Cultural Heritage Sites	38.7%
New York	5.9%	LENGTH OF STAY		Visit Native Am. Comm.	31.5%
Newark	5.3%	# of Nights in Arizona (mean)	2.8 nights	Water Sports/Sunbathing	22.9%
Chicago	5.0%	# of Nights in U.S. (mean)	16.6 nights	Environ./Eco Excursions	18.9%
Washington, DC	4.6%	PURPOSE/ACTIVITIES		Ethnic Heritage Sites	17.7%
Houston	3.1%	MAIN PURPOSE OF TRIP		Art Gallery/Museum	16.6%
Philadelphia	2.5%	Leisure & VFR	94.0%	Camping/Hiking	16.4%
Dallas/Ft. Worth	1.7%	Leisure/Rec./Holidays	83.3%	Attend Sports Event	8.9%
Atlanta	1.3%	Visit Friends/Relatives	6.2%	Concert/Play/Musical	8.6%
Cincinnati	1.1%	Other	4.5%	Cruises	8.1%
		Business and Convention	6.0%	Nightclubs/Dancing	4.4%
		Convention/Conference	3.1%	Golfing/Tennis	3.9%
		Business/Professional	2.7%	Hunting/Fishing	1.6%
		Study/Teaching	0.2%	Ranch Vacations	1.2%
				Snow Skiing	-

*Data Sample was aggregated from years 2003-2005

Source: US Department of Commerce